

**BROKEN ARROW CONVENTION AND VISITORS' BUREAU
MEETING MINUTES
Monday, June 4, 2007**

The Broken Arrow Convention and Visitors' Bureau met in regular session in the City Hall Conference Room, on Monday, June 4, 2007, at 3:30 pm.

1. Call to Order

Chairwoman Patsy Terry called the meeting to order at 3:40 pm.

2. Roll call

Convention and Visitors' Bureau Board

Present:	Patsy Terry, Jo Ellen Clow, LaTonya Cundiff, Russell Parker
Absent:	Jeff Hartman

City Staff

Present:	Lori Hill, David Blue, Anne Mize
Absent:	

Guests

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3. General CVB Business

a. Approval of May 16 9, 2007 CVB meeting minutes

Motion:	Move to approve minutes
Motion by:	LaTonya Cundiff
Second:	Jo Ellen Clow
Ayes:	Jo Ellen Clow, LaTonya Cundiff, Russell Parker, Patsy Terry
Nays:	None

b. Consideration, discussion and possible approval of *Explore Broken Arrow*

Ms. Hill presented information on the Explore Broken Arrow channel and suggested that the item be denied at this time due to the high cost. Reconsider the item once hotel and conference center are in place.

Motion:	Move to deny request
Motion by:	Jo Ellen Clow
Second:	Russell Parker
Ayes:	Jo Ellen Clow, LaTonya Cundiff, Russell Parker, Patsy Terry
Nays:	None

c. Consideration, discussion and possible approval of Broken Arrow Historical Society's book "*Broken Arrow, the First Hundred Years*".

Ms. Hill mentioned that the Historical Society will submit this proposal on an Event Support Request form in time for the October review of grants.

No action required.

d. Consideration, discussion and possible approval National Tour Association membership

Ms. Hill mentioned that the CVB was a member of this organization in the past and at this time; we do not have much in the way of events and attractions to provide for package tours. Ms. Hill suggested that the membership be denied at this time and revisited once the hotel and conference center are in place.

Motion:	Move to deny membership for National Tour Association
Motion by:	Russell Parker
Second:	LaTonya Cundiff
Ayes:	Jo Ellen Clow, LaTonya Cundiff, Russell Parker, Patsy Terry
Nays:	

e. Consideration, discussion and possible approval of event ideas.

Chairwoman Terry introduced the item. The CVB discussed special event permits, possible event locations and event ideas. Ms. Hill will contact the NSU-BA campus and confirm their alcohol policy for events on campus.

No action required.

f. Consideration, discussion and possible approval of most advantageous advertising opportunities.

Chairwoman Terry introduced the item. Ms. Hill provided background on past advertising opportunities that the CVB missed out on due to missed deadlines. Ms. Hill requested approval for \$1,000 signing authority for advertising opportunities. The CVB suggested that Ms. Hill present potential advertising opportunities available July-December 2007 and the CVB will review at the July CVB meeting.

Motion:	Motion to table discussion until the July CVB meeting
Motion by:	Russell Parker
Second:	LaTonya Cundiff
Ayes:	Jo Ellen Clow, LaTonya Cundiff, Russell Parker, Patsy Terry
Nays:	

g. Consideration, discussion and possible approval of discussion topics for Joint Council meeting on June 4, 2007

Chairwoman Terry introduced the item. The CVB discussed items they wanted to convey to the Council during the Joint meeting. The CVB feels they are a forward-moving committee and there needs to be a better balance of events. Other discussion topics included facility issues and event ideas.

4. Tourism Director's Report including updates on the following:

- a. Updated FYTD Budget**
- b. Updated Hotel/Motel Tax Receipt**

5. Remarks and inquiries from CVB members

None.

6. Adjournment

Motion:	Move to adjourn
Motion by:	Jo Ellen Clow
Second:	LaTonya Cundiff
Ayes:	LaTonya Cundiff, Russell Parker, Patsy Terry
Nays:	

The meeting adjourned at the noted time of 4:40 p.m.

Signed:_____ **Date:** _____